

**DECLARATION - USA PATENT APPLICATION**

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name;

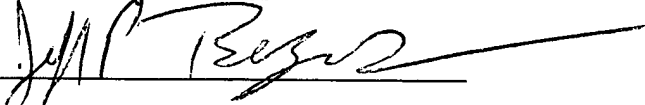
I believe I am an original, first and joint inventor of the subject matter which is claimed and for which a patent is sought on the invention entitled **USE OF CONTACT INFORMATION TO ASSIST USERS IN EVALUATING ITEMS**; the specification of which was filed on **August 19, 1999** as Application Serial No. **09/377,322**.

I hereby state that I have reviewed and understand the contents of the above identified specification, including the claims, as amended by any amendment referred to above;

I acknowledge the duty to disclose information which is material to patentability as defined in Title 37, Code of Federal Regulations, § 1.56;

I hereby declare that all statements made herein of my own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful, false statements may jeopardize the validity of the application or any patent issued thereon.

-----  
Full name of first inventor: **Jeffrey P. Bezos**

Inventor's signature 

Date 11-12-99

Residence: 2608 2<sup>nd</sup> Ave #150, Seattle, WA 98121

Citizenship: **United States**

Post Office Address: **Same as Above**

Full name of second inventor: **Joel R. Spiegel**

Inventor's signature \_\_\_\_\_

Date \_\_\_\_\_

*October 23, 1999*

Residence: **14026 227th Avenue, NE, Woodinville, Washington 98072**

Citizenship: **United States**

Post Office Address: **Same as Above**

Full name of third inventor: **Jon McAuliffe**

Inventor's signature

Date

Jon McAuliffe  
22 OCTOBER 1999

Residence: **615 Bellevue Avenue East #101, Seattle, WA 98102**

Citizenship: **United States**

Post Office Address: **Same as Above**

---

Send Correspondence To:

**KNOBBE, MARTENS, OLSON & BEAR, LLP**

**Customer No. 20,995**

Amazon.012002  
ROS



UNITED STATES DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
ASSISTANT SECRETARY AND COMMISSIONER  
OF PATENTS AND TRADEMARKS  
Washington, D.C. 20231

FEBRUARY 24, 2000

PTAS  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
RONALD J. SCHOENBAUM  
SIXTEENTH FLOOR  
620 NEWPORT CENTER DRIVE  
NEWPORT BEACH, CA 92660



\*101209347A\*

UNITED STATES PATENT AND TRADEMARK OFFICE  
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 11/22/1999

REEL/FRAME: 010397/0259  
NUMBER OF PAGES: 4

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:

BEZOS, JEFFREY P.

DOC DATE: 11/12/1999

ASSIGNOR:

SPIEGEL, JOEL R.

DOC DATE: 10/28/1999

ASSIGNOR:

MCAULIFFE, JON

DOC DATE: 10/22/1999

ASSIGNEE:

AMAZON.COM, INC.  
1200 12TH AVENUE SOUTH  
SUITE 1200  
SEATTLE, WASHINGTON 98144

SERIAL NUMBER: 09377322

PATENT NUMBER:

FILING DATE: 08/19/1999

ISSUE DATE:

RELEASE DATE:

NO DATES DOCKETED  
ATTORNEY RESPONSIBLE  
INITIAL \_\_\_\_\_

010397/0259 PAGE 2

SHARON LATIMER, EXAMINER  
ASSIGNMENT DIVISION  
OFFICE OF PUBLIC RECORDS

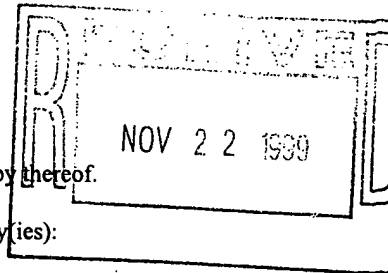
Client Code: AMAZON.012A2

11-30-1999



101203347

EET



*MCD*  
*11-22-99*

TO THE ASSISTANT COMMISSIONER FC.

1 documents or copy thereof.

1. Name of conveying party(ies): (If multiple assignors, list numerically)

1. Jeffrey P. Bezos 2. Joel R. Spiegel 3. Jon McAuliffe

Additional name(s) of conveying party(ies) attached?  
( ) Yes (X) No

2. Name and address of receiving party(ies):

Name: Amazon.com, Inc.  
Street Address: 1200 12<sup>th</sup> Avenue South, Suite 1200  
City: Seattle State: WA ZIP: 98144

Additional name(s) of receiving party(ies) attached?  
( ) Yes (X) No

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

Execution Date: (If multiple assignors, list execution dates in numerical order corresponding to numbers indicated in 1 above) 1. November 12, 1999 2. October 28, 1999  
3. October 22, 1999

4. Application number(s) or Patent number(s):

- Application(s) filed herewith Execution Date(s):
- Patent Application No.: 09/377,322  
Filing Date: August 19, 1999
- Patent No.:  
Issue Date:

Additional numbers attached? ( ) Yes (X) No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Ronald J. Schoenbaum  
KNOBBE, MARTENS, OLSON & BEAR, LLP  
Customer No. 20,995  
Internal Address: Sixteenth Floor  
Street Address: 620 Newport Center Drive  
City: Newport Beach State: CA ZIP: 92660  
Attorney's Docket No.: AMAZON.012A2

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: 11-1410

Please charge this account for any additional fees which may be required, or credit any overpayment to this account.

6. Total number of applications and patents involved: 1

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct, and any attached copy is a true copy of the original document.

Ronald J. Schoenbaum  
Name of Person Signing

Signature

Date

11-19-99

38,297  
Registration No.

Total number of pages including cover sheet, attachments and document: 4

Mail documents to be recorded with required cover sheet information to:

11/23/1999 E:JUNEN 0000227 09377322

01 FC:531

40.00 09

Assistant Commissioner for Patents  
Box Assignments  
Washington, D.C. 20231

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111899

Application No.: 09/377,322  
Filing Date: August 19, 1999

PATENT  
Client Code: AMAZON.012A2  
Page 1

ASSIGNMENT

WHEREAS, We, Jeffrey P. Bezos, a United States citizen, residing at 2608 2<sup>nd</sup> Ave #150, Seattle, WA 98121, Joel R. Spiegel, a United States citizen, residing at 14026 227th Avenue NE, Woodinville, WA 98072, and Jon McAuliffe a United States citizen, residing at 615 Bellevue Avenue East #101, Seattle, WA 98102 have invented certain new and useful improvements in a COMMUNITY-BASED RECOMMENDATIONS for which we have filed an application for Letters Patent in the United States, 09/377,477 on August 19, 1999.

AND WHEREAS, AMAZON.COM (hereinafter "ASSIGNEE"), a Washington Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle WA 98144, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12<sup>th</sup> day of November 1999

Jeffrey P. Bezos  
Jeffrey P. Bezos

STATE OF

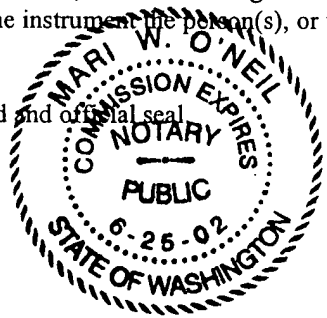
] ss.

COUNTY OF

On 11/12/99, before me, Mari W. O'Neil, personally appeared Jeffrey P. Bezos personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument he person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

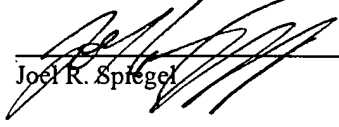
WITNESS my hand and official seal

[SEAL]



Mari W. O'Neil  
Notary Signature

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 29 day of October 1999.

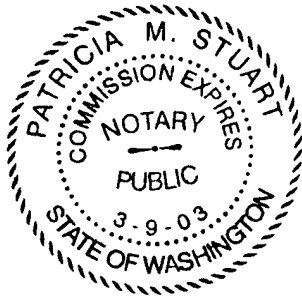
  
\_\_\_\_\_  
Joel R. Spiegel

STATE OF Washington ]  
COUNTY OF King ] ss.

On 10-28-99, before me, PATRICIA M STUART, personally appeared Joel R. Spiegel personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Patricia M Stuart  
\_\_\_\_\_  
Notary Signature



IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of OCTOBER 1999.

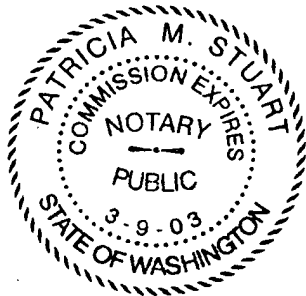
Jon McAuliffe  
Jon McAuliffe

STATE OF Washington ]  
COUNTY OF King ] ss.

On 10-22-99, before me, PATRICIA M. STUART, personally appeared Jon McAuliffe personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



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100699

Patricia M Stuart  
Notary Signature

AMAZON.012A2

PATENT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicants : Bezos, et al. )  
 )  
 App. No. : 09/377,322 )  
 )  
 Filed : August 19, 1999 )  
 )  
 For : USE OF CONTACT INFORMATION )  
 TO ASSIST USERS IN )  
 EVALUATING ITEMS )  
 )  
 Examiner : UNKNOWN )  
 )

ESTABLISHMENT OF RIGHT OF ASSIGNEE TO TAKE ACTION  
AND  
REVOCAION AND POWER OF ATTORNEY

Assistant Commissioner for Patents  
 Washington, D.C. 20231

Dear Sir:

The undersigned is empowered to act on behalf of the assignee below (the "Assignee"). A true copy of the original Assignment of the above-captioned application from the inventor(s) to the Assignee is attached hereto. This Assignment represents the entire chain of title of this invention from the Inventor(s) to the Assignee.

I declare that all statements made herein are true, and that all statements made upon information and belief are believed to be true, and further, that these statements were made with the knowledge that willful, false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. § 1001, and that willful, false statements may jeopardize the validity of the application, or any patent issuing thereon.

The undersigned hereby revokes any previous powers of attorney in the subject application, and hereby appoints the registrants of Knobbe, Martens, Olson & Bear, LLP, 620 Newport Center Drive, Sixteenth Floor, Newport Beach, California 92660, Telephone (949) 760-0404, Customer No. 20,995, as its attorneys with full power of substitution and


App. No. : 09/377,322  
Filed : August 19, 1999

revocation to prosecute this application and to transact all business in the U.S. Patent and Trademark Office connected herewith. This appointment is to be to the exclusion of the inventor(s) and his attorney(s) in accordance with the provisions of 37 C.F.R. § 3.71.

Please use Customer No. 20,995 for all communications.

AMAZON.COM, INC.

Dated: \_\_\_\_\_

By:   
Michelle Wilson

Title: Vice President and General Counsel

Address: 1200 12<sup>th</sup> Avenue South, Suite 1200  
Seattle, WA 98144

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100699

COPY

Application No.: 09/377,322  
Filing Date: August 19, 1999

PATENT  
Client Code: AMAZON.012A2  
Page 1

ASSIGNMENT

WHEREAS, We, Jeffrey P. Bezos, a United States citizen, residing at 2608 7th Ave #150, Seattle, WA 98121, Joel R. Spiegel, a United States citizen, residing at 14026 227th Avenue NE, Woodinville, WA 98072, and Jon McAuliffe a United States citizen, residing at 615 Bellevue Avenue East #101, Seattle, WA 98102 have invented certain new and useful improvements in a COMMUNITY-BASED RECOMMENDATIONS for which we have filed an application for Letters Patent in the United States, 09/377,477 on August 19, 1999.

AND WHEREAS, AMAZON.COM (hereinafter "ASSIGNEE"), a Washington Corporation, with its principal place of business at 1200 12th Avenue South, Suite 1200, Seattle WA 98144, desires to acquire the entire right, title, and interest in and to the said improvements and the said Application:

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) to me in hand paid, and other good and valuable consideration, the receipt of which is hereby acknowledged, we, the said inventors, do hereby acknowledge that we have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assigns, the entire right, title, and interest throughout the world in, to and under the said improvements, and the said application and all divisions, renewals and continuations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for Letters Patent which may hereafter be filed for said improvements in any country or countries foreign to the United States, and all Letters Patent which may be granted for said improvements in any country or countries foreign to the United States and all extensions, renewals and reissues thereof; and we hereby authorize and request the Commissioner of Patents of the United States, and any Official of any country or countries foreign to the United States, whose duty it is to issue patents on applications as aforesaid, to issue all Letters Patent for said improvements to the said ASSIGNEE, its successors, legal representatives and assigns, in accordance with the terms of this instrument.

AND WE HEREBY covenant and agree that we will communicate to the said ASSIGNEE, successors, legal representatives and assigns, any facts known to us respecting said improvements, and testify in any legal proceeding, sign all lawful papers, execute all divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid the said ASSIGNEE, its successors, legal representatives and assigns, to obtain and enforce proper patent protection for said improvements in all countries.

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 12<sup>th</sup> day of November 1999

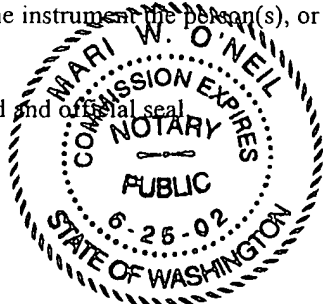
Jeffrey P. Bezos  
Jeffrey P. Bezos

STATE OF \_\_\_\_\_ ]  
  ] ss.  
COUNTY OF \_\_\_\_\_ ]

On 11/12/99, before me, Mari W. O'Neil, personally appeared Jeffrey P. Bezos personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument he is the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal

[SEAL]



Mari W. O'Neil  
Notary Signature

Application No.: 09/377,447  
Filing Date: August 19, 1999

COPY

PATENT  
Client Code: AMAZON.012A2  
Page 2

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 28 day of October 1999.

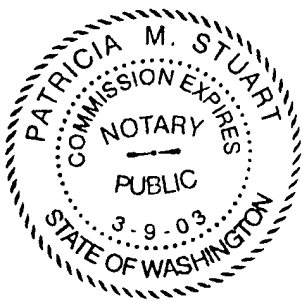
*Joel R. Spiegel*  
\_\_\_\_\_  
Joel R. Spiegel

STATE OF Washington ]  
COUNTY OF King ] ss.

On 10-28-99, before me, PATRICIA M STUART, personally appeared Joel R. Spiegel personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]



Patricia M Stuart  
\_\_\_\_\_  
Notary Signature

Application No.: 09/377,447  
Filing Date: August 19, 1999

COPY

PATENT  
Client Code: AMAZON.012A2  
Page 3

IN TESTIMONY WHEREOF, I hereunto set my hand and seal this 22 day of OCTOBER 1999.

Jon McAuliffe  
Jon McAuliffe

STATE OF Washington ]  
COUNTY OF King ] ss.

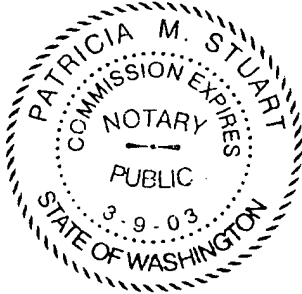
On 10-22-99, before me, PATRICIA M. STUART, personally appeared Jon McAuliffe personally known to me (or proved to me on the basis of satisfactory evidence) to be the person(s) whose name(s) is/are subscribed to the within instrument, and acknowledged to me that he executed the same in his authorized capacity(ies), and that by his signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

[SEAL]

Patricia M. Stuart

Notary Signature



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